

SPECIAL LICENSE PLATE REVIEW BOARD

Special Meeting of the Special License Plate Review Board

Monday, January 26, 2004 - 9:00 AM to 10:00 AM

Highways Licenses Building

Department of Licensing

1125 Washington St SE, Rm. 413

Olympia, WA 98507

Minutes

MISSION: *To create a fair and balanced mechanism that will allow for the evaluation of special license plate applications for possible approval and to make recommendations to the Legislature regarding plate series with inadequate reimbursement levels.*

ATTENDEES

Board Members: Senator Mary Margaret Haugen, Senator Luke Esser, Representative Geoff Simpson, Representative Doug Ericksen, Dorothy Webster (*absent*), Lynda Henriksen, Glenn Cramer

Support Staff: Jennifer Dana

Legislative Staff: Kim Johnson, Page Scott

Guest Speakers: Linda Moran ATG, Jerry Anderson

Public Guests: Don White, Kelly Fox, and Bill Kehoe

I. CALL TO ORDER

The Chair Dorothy Webster was unable to attend the meeting; Vice-Chair Senator Mary Margaret Haugen chaired the meeting.

Vice-Chair Senator Mary Margaret Haugen called the meeting to order at 9:10 A.M.

1. **Introductions**
2. **Review and approve meeting minutes from the 01/8/204 meeting. (Vice - Chair Senator Haugen)**

Moved, seconded and carried: to accept the minutes from January 8, 2004.

3. **Review and approve meeting agenda. (Vice Chair Senator Haugen)**

Moved, seconded and carried: to accept the minutes after moving items, 9,10 and 7 before 4, and tabling 5, 6.

II. PROGRAM STATUS & IMPLEMENTATION

4. **Program progress and accomplishments (Jennifer Dana)**

Jennifer identified four new organizations that have contacted her since the last meeting held on January 8, 2004. There have been no other organizations that have responded to having their packets completed at this time. Currently, only two organizations have informed her that they are collecting signatures. The two organizations include Keeping Kids Safe and Animal Friendly Plates.

5. Board Rules

Tabled: Will be discussed at next meeting.

6. Review the current personalized plate rules

Tabled: Will be discussed at next meeting

7. Implementation Costs (*Bill Kehoe*)

Bill presented a power point presentation stating what the standard implementation cost would be for basic license plate implementation. If an organization is wishing to implement a “basic” special license plate, with no additional requirements, the cost will be \$28,000 (*rounded*).

Exception: If an organization has special requirements, the standard cost will not apply. Therefore, the cost associated with the plate would be determined based on those special requirements.

III. OTHER BOARD BUISINESS

8. Schedule next meeting

Tabled

III. ORGANIZATION PACKETS TO REVIEW AND APPROVE

9. Scottish Rite Mason

Jennifer presented that the Scottish Rite Center for Childhood Language Disorders met all organizational requirements.

Their legislative sponsor is Senator Haugen, and their draft legislation has been submitted. The Helping Kids Speak license plate series will be available to the public.

The Scottish Rite Center for Childhood Language Disorders obtained over 2200 signatures. Although their application packet does not show a current Secretary of State registration, their eligibility requirement was verified. Jennifer called and spoke with Cindy Sexton, from the charities section at the Secretary of State. Via phone, Jennifer was able to verify that the Scottish Rite Center for Childhood Language Disorders submitted their paperwork on November 24th.

Currently, the Secretary of State is working on November 17th mail. Since the Secretary of State has gone paperless, they have experienced a slight backlog. Cindy was able to verify the Scottish Rite Center for Language Disorders paperwork, and

all appropriate documentation was there to register their renewal with the Secretary of State's office.

The Scottish Rite Center for Childhood Language Disorders implemented a marketing strategy. As the organization obtains signatures, they will maintain a database that will be used to create mailing labels. The mailing labels will notify intended buyers that the plate series has been created.

The Masons have 230 lodges across Washington State, which will help individually to support the sale of the license plates.

The Masons indicated that they would advertise on a regular basis. During their advertising and mailings, over 22,000 Freemasons will be notified of the special license plate that will be available for purchase.

In their financial analysis, they intend on selling 1500 plates within the first year this will reimburse the state for implementation costs.

Once reimbursed, the revenue generated for the center will support diagnostic and therapeutic services to families of children ages two through seven. The focus of the assistance is to primarily with severe delays in language or speech development.

Their signature sheets identify over 2100 intended purchases with signatures.

Moved, seconded and carried: to approve the application packet submitted to the board and make that recommendation to the Legislature.

10. Washington State Council of Firefighters

Jennifer presented that the Washington State Council of Fire Fighters Benevolent fund have met all organizational requirements

Their legislative sponsor is Representative Simpson. The draft bill has been submitted, and it will identify the plate series available to current members of the WSCFF.

The Washington State Council of Fire Fighter's marketing strategy identifies their ability to obtain over the 2000 signatures. When they actually obtained over 4440 signatures within a three-week time frame. The organization will utilize their resources and communication network to inform members of the new plate series when enacted.

Long-term plans identify the continuous usage of their communication network through publications. While members retire, new members will go through an orientation program. This program will identify the license plates as part of the revenue resource to fund the benevolent fund.

Their financial analysis anticipates the organization selling 2000 license plates the first year and 500 the second. These sales will reimburse the state of all implementation costs.

The revenue generated after reimbursement will benefit injured firefighters, their families, scholarships, and the Fallen Fighters Memorial located on the capital campus in the John A. Cherberg building.

In addition, Jennifer researched other states to determine what types of Fire Fighter plates were offered. She noted that all states identified sold the license plates to members only, not to the public.

Representative Simpson brought other states Professional Fire Fighters license plate designs to view.

Question: Why is there a special requirement created to sell the license plates to members only, does it give a special privilege? No, Representative Simpson identified that the plates are for members of the Washington State Council of Fire Fighters only as a show of pride for being a Professional Fire Fighter.

Question: Are there other plates in Washington that are limited? Lynda Henriksen verified that currently Washington State does have other license plates that have special requirements. Example: Disabled Veterans, Pearl Harbor Survivor etc...

Moved, seconded and carried: to approve the application packet submitted to the board and make that recommendation to the Legislature.

IV. QUESTIONS/CONCERNS ADDRESSED BY ORGANIZATIONS

11. None to report

V. OPEN PUBLIC PRESENTATIONS/INPUT

12. None to report

VI. OPEN DISCUSSION

13. Add the scheduling or necessities of having regular meetings at the next meeting.

VII. NEXT MEETING

14. TBA
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ADJOURN – The meeting Adjourned at 9:45.

Respectfully Submitted,
Jennifer Dana
Licensing Services Manager
Administrative Support to the Board

Senator Mary Margaret Haugen

Vice Chair's Approval